



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
FROZEN FOOD : CURRY PUFF LOKAN

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1.0 INTRODUCTION TO THE INDUSTRY

In Malaysia, this food sector accounts for about 10% of Malaysia manufacturing output. Processed foods are exported to 80 countries, with an annual export of more than RM5 billion (USD 1.3 billion) which amounts to two-thirds of the total exports of over RM10 billion. Although the export performance of this sector has doubled over the last ten years, Malaysia continues to be a net importer of food products with annual imports of more than RM12 billion (USD3.2 billion). As the food processing industry plays a key role in the economy, government support will continue to encourage and nurture operators with the aim of increasing exports, replacing imports and adding value to product. The Industrial Production Index in Bank Negara June 2007 statistical bulletin showed an increase of 16.2% in production of the food manufacturing industry for the first quarter of 2007 (compared to the previous corresponding period). The growth of the manufacturing sector in general, is expected to continue to be export led with the share of resource-based exports anticipated leading to increasing consumption of imported food and beverages from western countries. Today, Malaysia provides a significant pool of active consumers who will continue to modernist their eating habits, leading to increasing consumption of imported food and beverages.

1.1 NAME OF COMPANY

The name of this company is Loca-Loca Entreprise is the official sales and marketing for high quality and the most reliable pickles among Sabah market. The significance for the name of Loca-Loca Entreprise as our company name is, Loca-Loca represent the product that we sell. This is because to make people easy recognize our company and easy to remember. Loca-Loca is symbolized of our main ingredient in our product which is "Lokan". A seafood with seashell.

1.2 NATURE OF BUSINESS

Loca-Loca Entreprise is under food sector and the reason why we choose this sector as our main business is because we believe Sabah has the capacity and potential to become a market leader in this sector since Sabah is the easier place to get lokan.

1.3 FACTOR SELECTING FROZEN FOOD BASED BUSINESS

Firstly we are inspired by the success of bumiputra entrepreneur who is Mr. Redzuan Shah who is the men behind of Frozen Lokan Currypuff in Weston, Beaufort. Moreover, we want to encourage ex-students who hold Diploma or Degree from High Education in our country to become entrepreneur and not just depend in choosing job in public or private sector. Since frozen currypuff are popular commonly among Malaysians and are suitable for every level of community and age so, we do not have to worry about target market and potential customer. Besides that, we want to overcome the problem that facing by some people or parents that can't prepare a breakfast or on tea time.

1.4 FUTURE PROSPECT OF THE BUSINESS

Our expectation for this Currypuff Lokan Frozen food company for the coming 10 years is that we have stable and strong management in the company that generate more profit by not ignoring our quality. All this can be achieved by opening lots of franchise firstly in Sabah, next Peninsular Malaysia and if possible we will expand our business in Asia Pacific Market. We also will export our product to the most potential Asia Pacific country as such Indonesia, Thailand, China and Japan. These country also will be our global customer because we believe that if all this been realize we can make from 30%-65% annual return on our investment with the right location.

We will also introduce lots of new products that will open the eye of Malaysian and the world. We plan to produce our curry puff lokan with cheese, curry puff chicken and also with cheese.

2 THE PURPOSE OF PREPARING BUSINESS PLAN

A business plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. There are several purposes in preparing business plan. Below are the lists of the purposes that become the reason why we do the business plan.

- I. **To Allow All Our Members To Think In Most Critical And Practical Way Of The Business That We Had Chosen Which Is Partnership.**

By making the business plan, we can view all the aspect in the most detail manner. In starting the business, we cannot deny the important of aspects such as finance, marketing, administrative, operational, etc that relevant in the establishment of a business. In CURRYPUFF LOKAN we use this business plan to careful and examine all the details starting from basic things for example, marketing. We will identified from the beginning who is our target customers, where is the place that most suitable to market our product. Thus it helps us in doing a good marketing process and showed that frozen currypuff lokan product is a marketable product.

In the business plan each of the aspect mention above were studies in detail way. Thus, this allowed us to get good understanding about the particular business. Then we can see in a clear way what steps and actions that we must take the business become realistic and practical. Not just information that useless for the strategic plan for the business.

II. Guidelines For Managing The Business

As been mention above, business plan consists of theory part of each aspect that we need to master in order to make the venture is profitable. In making the plan become real, plan and strategies are needed as guideline in making any decision that can affect the business development from time to time. In Currypuff Lokan, we see the business plan as primary resource for us in doing the entire task that occurs in our company.

III. To allocate business resources effectively

As a new business or venture, a financial matter is very crucial to be handling in most effective way. All the resources is quite limited since we a new in the industry and lots of money are needed in our effort to become a establish partnership in the competitive industry. The business plan allowed us to make a clear an effective plan on how we will spend our resources in the most effective manner. This is important to avoid any wasteful of resources such as fixed asset that we owned is allocate in effective manner.